

SEP 24 2007

Amendments to the Specification

Please replace the paragraph beginning at page 25, line 7, with the following rewritten paragraph:

Figure 10 is a flow diagram of an exemplary method 335' of performing ad information entry and/or management operations in a manner consistent with the present invention. Recall from Figure 5 that ad information 330' may include one or more of geolocation targeting information and geolocation price information. The method 330' accepts authorized and/or authenticated user input. (Block 1010) As indicated by event block 1020, various branches of the method 335' may be performed in response to various input types. If the user inputs geolocation price information, geolocation price information is added or updated. (Block 1030) Associated geolocation targeting information may also be populated or revised in accordance with the price information. (Block 1040) For example, if a user enters a maximum price per click of \$0.80 for California, and if the ad does not include geolocation targeting for California, such information may be added. If the user later changes this maximum price per click for California to \$0.00, the geolocation targeting for California may be turned off or removed. Referring back to block 1020, if the user inputs geolocation targeting information, the geolocation targeting information is added or updated. (Block 1050) Associated geolocation price information may be requested (Block 1060) but need not be provided. Referring back to block 1020, if the user inputs an exit command, the method 335' is left. (Node 1070)

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for ~~determining a~~
2 controlling the serving of an ad using its relevancy of an
3 ~~ad~~ to a request, the method comprising:
4 a) accepting geolocation information associated with
5 the request;
6 b) comparing the accepted geolocation information
7 associated with the request with geolocation targeting
8 information associated with the ad to generate a
9 comparison result; and
10 c) determining the relevancy of the ad using at least
11 the comparison result; and
12 d) controlling the serving of the ad, for rendering
13 on a client device, using the determined relevancy of
14 the ad,
1 wherein the geolocation targeting information
2 associated with the ad is defined by at least one
3 geographic reference point.

1 Claim 2 (currently amended): The method of claim 1 wherein
2 the request further includes search terms, and
3 wherein the act of determining the relevancy of the ad
4 further uses a result of a comparison of keyword targeting
5 associated with the ad and the search terms.

1 Claim 3 (currently amended): The method of claim 1 wherein
2 the request further includes document relevance
3 information, and

4 wherein the act of determining the relevancy of the ad
5 further uses a result of a comparison of ad relevance
6 information and the document relevance information.

1 Claim 4 (original): The method of claim 1 wherein the
2 geolocation targeting information corresponds to a circular
3 area having a radius about a specified geographic reference
4 point.

1 Claim 5 (original): The method of claim 1 wherein the
2 geolocation targeting information corresponds to an area
3 defined by at least three geographic reference points.

1 Claim 6 (original): The method of claim 5 wherein the area
2 defined by at least three geographic reference points is a
3 polygon.

1 Claim 7 (currently amended): The method of claim 1 further
2 comprising:
3 d e) determining whether the ad has geolocation price
4 information corresponding to the geolocation
5 information accepted; and
6 e f) if it is determined that the ad has geolocation
7 price information corresponding to the geolocation
8 information accepted, then determining a score using
9 at least the geolocation price information, otherwise
10 determining the score using at least general price
11 information of the ad, and
12 wherein the act of controlling the serving of the
13 ad further uses the score of the ad.

1 Claim 8 (original): The method of claim 7 wherein the area
2 includes a circular area having a radius about a specified
3 geographic reference point.

1 Claim 9 (original): The method of claim 7 wherein the area
2 includes an area defined by at least three geographic
3 reference points.

1 Claim 10 (original): The method of claim 9 wherein the
2 area defined by at least three geographic reference points
3 is a polygon.

1 Claim 11 (currently amended): A method for ~~determining a~~
2 ~~score~~ controlling the serving of an ad using a score of the
3 ad with respect to a request, the method comprising:
4 a) accepting geolocation information associated with
5 the request;
6 b) comparing the accepted geolocation information
7 associated with the request with geolocation targeting
8 information associated with the ad to generate a
9 comparison result; and
10 c) determining the score of the ad using at least the
11 comparison result; and
12 d) controlling the serving of the ad, for rendering
13 on a client device, using the score of the ad,
14 wherein the geolocation information is a zip code
15 included in the request.

1 Claim 12 (original): The method of claim 11 wherein the
2 request is a search query.

1 Claim 13 (currently amended): A method for ~~determining a~~
2 ~~score~~ controlling the serving of an ad using a score of the
3 ad with respect to a request, the method comprising:
4 a) accepting geolocation information associated with
5 the request;
6 b) comparing the accepted geolocation information
7 associated with the request with geolocation targeting
8 information associated with the ad to generate a
9 comparison result; and
10 c) determining the score of the ad using at least the
11 comparison result; and
12 d) controlling the serving of the ad, for rendering
13 on a client device, using the determined score of the
14 ad,
15 wherein the geolocation information is at least
16 one of a city name, a state name, a region name, and a
17 country name, included in the request.

1 Claim 14 (original): The method of claim 13 wherein the
2 request is a search query.

1 Claim 15 (currently amended): Apparatus for ~~determining a~~
2 controlling the serving of an ad using its relevancy of an
3 ad to a request, the apparatus comprising:
4 a) means for accepting geolocation information
5 associated with the request;
6 b) means for comparing the accepted geolocation
7 information associated with the request with
8 geolocation targeting information associated with the
9 ad to generate a comparison result; and
10 c) means for determining the relevancy of the ad
11 using at least the comparison result; and

12 d) means for controlling the serving of the ad, for
13 rendering on a client device, using the determined
14 relevancy of the ad,
15 wherein the geolocation targeting information
16 associated with the ad is defined by at least one
17 geographic reference point.

1 Claim 16 (currently amended): The apparatus of claim 15
2 wherein the request further includes search terms, and
3 wherein the means for determining the relevancy of the
4 ad further use a result of a comparison of keyword
5 targeting associated with the ad and the search terms.

1 Claim 17 (currently amended): The apparatus of claim 15
2 wherein the request further includes document relevance
3 information, and
4 wherein the means for determining the relevancy of the
5 ad further use a result of a comparison of ad relevance
6 information and the document relevance information.

1 Claim 18 (original): The apparatus of claim 15 wherein the
2 geolocation targeting information corresponds to a circular
3 area having a radius about a specified geographic reference
4 point.

1 Claim 19 (original): The apparatus of claim 15 wherein the
2 geolocation targeting information corresponds to an area
3 defined by at least three geographic reference points.

1 Claim 20 (original): The apparatus of claim 19 wherein the
2 area defined by at least three geographic reference points
3 is a polygon.

1 Claim 21 (currently amended): The apparatus of claim 15
2 further comprising:

3 d e) means for determining whether the ad has
4 geolocation price information corresponding to the
5 geolocation information accepted; and

6 e f) means for determining a score using at least the
7 geolocation price information if it is determined that
8 the ad has geolocation price information corresponding
9 to the geolocation information accepted, and for
10 otherwise determining the score using at least general
11 price information of the ad,

12 wherein the means for controlling the serving of
13 the ad further uses the score of the ad.

1 Claim 22 (original): The apparatus of claim 21 wherein the
2 area includes a circular area having a radius about a
3 specified geographic reference point.

1 Claim 23 (original): The apparatus of claim 21 wherein the
2 area includes an area defined by at least three geographic
3 reference points.

1 Claim 24 (original): The apparatus of claim 23 wherein the
2 area defined by at least three geographic reference points
3 is a polygon.

1 Claim 25 (currently amended): Apparatus for ~~determining a~~
2 ~~score~~ controlling the serving of an ad using a score of the
3 ad with respect to a request, the apparatus comprising:

4 a) means for accepting geolocation information
5 associated with the request;

6 b) means for comparing the accepted geolocation
7 information associated with the request with
8 geolocation targeting information associated with the
9 ad to generate a comparison result; and
10 c) means for determining the score of the ad using at
11 least the comparison result; and
12 d) means for controlling the serving of the ad, for
13 rendering on a client device, using the score of the
14 ad,
15 wherein the geolocation information is a zip code
16 included in the request.

1 Claim 26 (original): The apparatus of claim 25 wherein the
2 request is a search query.

1 Claim 27 (currently amended): Apparatus for determining a
2 ~~score~~ controlling the serving of an ad using a score of the
3 ad with respect to a request, the apparatus comprising:
4 a) means for accepting geolocation information
5 associated with the request;
6 b) means for comparing the accepted geolocation
7 information associated with the request with
8 geolocation targeting information associated with the
9 ad to generate a comparison result; and
10 c) means for determining the score of the ad using at
11 least the comparison result; and
12 d) means for controlling the serving of the ad, for
13 rendering on a client device, using the determined
14 score of the ad,
15 wherein the geolocation information is at least
16 one of a city name, a state name, a region name, and a
17 country name, included in the request.

- 1 Claim 28 (original): The apparatus of claim 27 wherein the
- 2 request is a search query.